

# Digital Marketing



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Welcome to the latest edition of *Digital Soup*.

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# Project SUCCESS and BI | Digital Marketing

By Nick Nelson

You can't spell SUCCESS without BI | DMI. Er, wait... Well, regardless, Digital Marketing has had a strong partnership with Project SUCCESS over the past 15 years. For those who aren't aware, Project SUCCESS is an organization that works with middle school and high school aged kids, helping them develop life skills through school-based workshops, theater programs, one-on-one mentoring and other activities.

On Tuesday, May 12, Project SUCCESS held an event at the Metrodome which several BI | DMI employees attended. Guests were treated to gifts and free food on the Metrodome plaza while live music was mixed with speeches from the people who head Project SUCCESS as well as Minneapolis mayor R.T. Rybak. Guests then headed into the Metrodome to catch the Twins' game against the Tigers (fittingly, a successful Twins victory).

Many employees here know that BI | DMI has a long-standing partnership with Project SUCCESS but might not be familiar with the organization's specific functions or our particular affiliation with them. Here to explain is Project SUCCESS's Director of Development and Communications, Liz Bedard Halberg:

Imagine your first day of ninth grade: a new school...new classmates. Then, you see a familiar face: a caring adult who encouraged you to dream about your future every month for three years in middle school. Suddenly, you feel less alone in the world and more confident to pursue your dreams.

Every day, kids thrive on the relationships built and fostered with Project SUCCESS facilitators. From the first time we invite a child and her family to the theater, to the last time we see her in the classroom before graduation, we have the unique privilege of nurturing her dreams and goals over many years. We strive to play a part in enriching a young person's life by providing him opportunities to build relationships:

- \* With caring adults who can help prepare them for success in the world; not through a one-time activity, but consistently and frequently from 6th grade through 12th grade;
- \* With family, by attending theater performances together;
- \* With teachers, who partner with Project SUCCESS to connect with students in new ways;
- \* And with peers, by learning more about each other and sharing transformational experiences.

Helping Kids **DREAM**   
with Their Eyes Open.

This year, we were able to grow from 8,000 to 10,000 students served, having an impact on 2,000 more young people than before, and in 7 more schools; inspiring their lives in a way that allows them to dream with their eyes open.

A teacher at Anwatin Middle School once wrote to us and said, "I believe that in order for students to be successful, they need an adult who believes in them and an adult with whom they can connect. Project SUCCESS provides multiple opportunities for students to connect with caring adults who can help prepare them for success in the world"... "My students are better off because of Project SUCCESS. I am a better teacher because of Project SUCCESS."



In a world where caring adults can be a scarce resource, we partner with teachers, families, theaters, staff and corporate partners to make sure that we build a network of support for young people that grows and strengthens over time. For 15 years, Digital Marketing has supported the work of Project SUCCESS through marketing consulting, printing, and volunteering.

Thanks to Digital Marketing, Project SUCCESS is able to effectively communicate with each of our students and families. Imagine the impact this has on 10,000 students AND their families! Digital Marketing makes this possible. Thank you!!!

Thank *you*, Liz. And thanks to everyone at Project SUCCESS for all the valuable work you do for the youth in our communities.

